

## ABSTRACT

The present invention provides a coloring composition which affords colored images and colored materials excellent in water resistance and fastness using a novel azo compound having an excellent water resistance and a sufficient fastness to light, heat, humidity, and active gases in the environment as a black dye, and an inkjet recording ink composition and an inkjet recording method capable of forming images excellent in the above characteristic properties.

A coloring composition containing a dis-azo compound or poly-azo compound which contains two or more substituents having a pKa value in water of -10 to 5 and which has an oxidation potential more positive than 0.8 V (vs SCE), and an inkjet recording ink composition containing the coloring composition and an inkjet recording method wherein an image is formed on an image-receiving material containing a support having provided thereon an ink receiving layer containing a white inorganic pigment particle, using the inkjet recording ink composition.